

THE SECRETARY OF DEFENSE  
WASHINGTON

(c) - 1357

Hon. John A. McCone, Director  
Central Intelligence Agency  
Washington, D. C.

Dear John:

The National Health Agencies campaign will start in the National Capital area on March 1, 1964. During the pre-campaign weeks one or the Special Assistants who assists me in the organization and supervision of the appeal will call on and work with the campaign leaders in your agency.

In preparation for the campaign this year the enclosed statistics merit your attention and that of your campaign leaders. You will note that the successful campaign last year was due to results of a handful of agencies, whereas the greater number of agencies either held to their previous levels or even slipped back somewhat. This appears to indicate a need for a more carefully organized campaign and solicitation for most of us. Individual solicitation of each employee on a systematic basis and frequent periodic progress reports directly to you should produce greater results.

Following the pattern recommended above for all of us, I have asked the Special Assistants to report to me periodically on the progress of the campaign and to keep me informed as to developments requiring our personal attention. From time to time, I will advise you of the status of the appeal throughout Government. I feel confident that with your help and the generosity of the personnel of your agency we will again achieve record results. Thank you again for your cooperation.

Sincerely,

Robert S. McNamara, Chairman  
National Health Agencies Campaign

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Orig w/att sent to D/Pers via DCI and DD/S